



On the Horizon: Visitors from Korea

**Is your company equipped
to accommodate the Korean visitor?**

You are invited to a workshop produced in partnership with the Maui Visitors Bureau and the Mayor's Office of Economic Development.

Monday, October 21, 2013

1:00 pm to 4:00 pm

**Hyatt Regency Maui Resort and Spa, Kaanapali
Regency Ballroom A**

Speakers & Panel:

Mr. Kim Chin Sol, International Coordinator, Goyang Policy Planning Division

Mr. Chanho Hong, President & COO of GSA Korea of Hawaiian Airlines

Ms. Emily Kim, Marketing Director, Hawaii Tourism Korea

Topics:

- Understanding our Korean visitors.
- What do Korean visitors want from their Hawaiian vacation?
- Language barriers.
- How can Maui attract more Korean visitors?
- Korean market travel trends.
- How is Hawaiian Airlines working to bring more Korean visitors?
- How is Hawaii Tourism Korea working to bring more Korean visitors?
- Maui's strengths and weaknesses within this market.
- Is your company Korea ready?

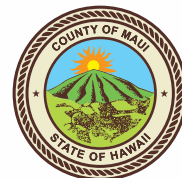
IN ADDITION TO THE WORKSHOP, YOUR COMPANY CAN TAKE ADVANTAGE OF A SPECIAL FREE CONSULTATION:

Mr. Kim Chin Sol will be available for a one-hour on-site private consultation with company managers and staff to discuss how to welcome, accommodate, and make our Korean guests comfortable and happy. This offer is available from October 14th through October 25th and is sponsored by MVB and OED. **It is limited to the first 10 companies to reply.**

To register, please fill out the form that follows below on page 2.

MAUI

VisitMAUI.COM 1-800-525-6284™



Mayor's Office of Economic Development

Registration Form

Email this form to: roxanne@mauivb.com
or fax to: 808-244-1337

There is no charge for this workshop or the private consultation, but the registration deadline is October 4, 2013.

☐ *"Visitors From Korea" Workshop, October 21st, Hyatt Regency Maui, 1 pm to 4 pm*

Company Name: _____

Contact Person: _____

Phone Number: _____ Ext. _____

Number of Attendees: _____

Names of Attendees:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

☐ Our company is interested in the on-site consultation with Mr. Kim Chin Sol between October 14th and October 25th **(limited to the first 10 companies to reply). Maui Visitors Bureau will call the first 10 companies to reply to book your time slot.**

Company Name: _____

Physical Address Where Consultation Will Be Held: _____

Contact Person: _____

Phone Number: _____ Ext. _____

Approximately how many people will attend the consultation meeting? _____

Email this form to: roxanne@mauivb.com
or fax to: 808-244-1337

For further information, call Roxanne at Maui Visitors Bureau at: 808-442-8713